

Press

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Press Release

Intertextile Shanghai Home Textiles – Autumn Edition 2017
China International Trade Fair for Home Textiles and Accessories
National Exhibition and Convention Center (Shanghai)
Shanghai, China, 23 – 26 August

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Intertextile Shanghai Home Textiles opens next Wednesday

Asia's leading platform to meet quality suppliers from 30 countries and regions

Concurrent events to ignite fairgoers' inspiration

The time has come again when global industry players assemble in Shanghai, trying to capture the sought-after opportunities in the Chinese and Asian home textiles markets. Following the success of the spring edition in March this year, the autumn edition of Intertextile Shanghai Home Textiles will open for business on 23rd August. The four-day event will take place in National Exhibition and Convention Center, once again serving as the leading business platform in the Asian region. Speaking prior to the opening, Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd expressed confidence towards the fair's outcome. "The Chinese economy is getting back on track recently, with the home textiles industry in particular regaining momentum with increasing exports to the US, European Union and Japanese markets. As the domestic industry continues to upgrade and offer more quality and competitive home textile products, we believe that this edition will prove to be a fruitful one for all involved."

Asia's leading platform to meet quality suppliers from 30 countries and regions

Intertextile Shanghai Home Textiles is widely regarded as the leading trade event in Asia for the home textiles industry, where the full spectrum of home textiles and accessories is on offer under one roof. This year, over 1,200 suppliers from 30 countries and regions are ready to demonstrate the finest and latest products across featured product zones throughout six halls. A number of industry elites including Alhambra, CASAMANCE and Designers Guild, will gather in the Editors Zone to parade a series of branded upholstery fabrics. What's more, worldwide upholstery fabrics suppliers like Aico Home, Culp and D Décor can also be found. Other fine products at the fair also include bedding & towelling and carpets & rugs, with visitors able to meet with international brands such as Advansa, Harlequin Morris & Co. and Sanderson by

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

Mirtos, together with machine-made and handmade carpet producers from Afghanistan, China, India and Pakistan. To cater to the entire supply chain throughout the home textiles industry, the fair will also feature original textile design studios and digital printing solutions.

While domestic suppliers account for a large proportion of the exhibition, overseas exhibitors are eager to tap into the strong potential in the Chinese and Asian markets, with seven country and region pavilions including Belgium, India, Korea, Morocco, Pakistan, Taiwan and Turkey featuring to maximise their specialties to visitors. Four of the leading home textiles production regions in China – being Haining, Shaoxing, Tongxiang and Yuhang – will also form pavilions to present their specialised products.

Concurrent events to ignite fairgoers' inspiration

Intertextile Shanghai is far more than a business platform between exhibitors and visitors. The show aims to provide inspiration for the industry via a series of concurrent events. For the first time, the Andrew Martin International Interior Design Summit will be held throughout the first two show days, allowing experts from the interior design, architecture and art sectors to share and discuss their views on the transformation of design in the new information era. Visitors can also get to know more about these experts' perspectives on new home living styles through the Home Furnishing Crossover Exhibition.

The show also serves as an indicator of home textiles trends in China, as participants can find the latest styles from exhibitors' products displayed in the Trend Area under four trend themes for 2018/19. In addition, the Digital Printing Micro Factory will demonstrate the digital printing entire production line, and a series of seminars will feature industry leaders discussing the current market situation, technology development and applications of digital printing.

Intertextile Shanghai Home Textiles – Autumn Edition is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA). To find out more about this fair, please visit: www.intertextilehome.com. For more information about Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

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